QuitNow & WIN:
Zero to 60 in 50 Days

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NAQC National Conference 2009
The BC Context

- Pop 4.1 Million
- 600,000 tobacco users
- 14.4% use rate
- Funding from BC gov’t
Goals:

• Raise awareness of quitline and website
• Help tobacco users quit
QuitNow & WIN Contest

- 50 days to plan
- 500,000 eligible tobacco users
- 7109 registrations
- Typical registrant: female, 24-54, first smoke 31-60 mins after waking, smokes 16-20 cigs./day, high confidence in quitting and doesn’t allow smoking in their home.
Gender Split

Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>59.4%</td>
</tr>
<tr>
<td>M</td>
<td>40.6%</td>
</tr>
</tbody>
</table>
Age Range

Age

Percent

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 - 24</td>
<td>9.8%</td>
</tr>
<tr>
<td>24 - 34</td>
<td>27.7%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>25.0%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>23.4%</td>
</tr>
<tr>
<td>55+</td>
<td>14.1%</td>
</tr>
</tbody>
</table>
Time Before first Smoke after waking up

- Already Quit: 19%
- Within 5 min: 9%
- Within 6 - 30 min: 36%
- Within 31 - 60 min: 23%
- More than 60 min: 13%

Timer Before First Smoke
Cigarettes Smoked Per Day

Cigarettes smoked per day:

- 1-5 cigarettes: 8.4%
- 6-10 cigarettes: 23.3%
- 11-15 cigarettes: 24.0%
- 16-20 cigarettes: 28.8%
- 21-30 cigarettes: 12.5%
- 31+ cigarettes: 3.0%
Level of Confidence in Ability to Quit

- High: 48%
- Medium: 41%
- Low: 11%

Contact: quitnow.ca, 1-877-455-2233
Smoking Allowed in the Home

75% for Y
25% for N

quitnow.ca
Tried & True Promotional Strategies

- Posters, rack cards, buttons & stickers
- Media Release
- Launch Event
- TV PSA
Paid TV PSA
Innovative Promotional Strategies

- Contest promoters
- Shoe leather approach
- E-mail blasts
- Refer a friend
- Facebook
- Google Ad words
Contest Promoters

- Network of promoters
- Electronic contact
- Distribution of contest material in communities
- Continued contact after contest
Shoe Leather Approach

- Face-to-face distribution of contest material
- Medical offices, businesses & random smokers on street
- Targeted communities
E-Mail Blast

Quit Smoking & be a Winner!
...over $20,000 in prizes

Gotta New Year’s resolution?
Want to quit smoking?

Remain tobacco-free from January 6 through February 2, 2009 for your chance to win one of many great prizes! To register and find out more go to www.quitnow.ca.

Register before January 5, 2009 at 11:59 PM.
Refer a Friend

- E-mail to a friend
- Link to contest website
- If friend registered then the referrer was entered into a draw
- 45 refer a friend prizes $100 gift certificates
- High goal conversion rates
Facebook

- Pay per Click
- Based on demographics
- Stopped once budget is reached
- One of the top referral sources prior to start of TV PSA

- Registration conversion of 10%
- $3.81 cost/registration
Google Ad Words

- Pay per click
- Monitored closely through Google Analytics
- Refined throughout contest
- Change ads to make use of performers versus non-performers to maximize budget

- Goal conversion of 21.32%
- $5.29 per registration
Search Engine Optimization

- Component of website developers contract
- Goal to get your website near the top of the search engine results page (SERP)
- Worth spending time on this prior to start of contest
SERP
Send to a Friend

- Social networking
- Viral promotion
- 440 visits through “send to a friend”
- Conversion Rate: 45.84%
Share a Story

• Support
• Personalized
• Interactive
• Growing sense of community
Contest Monitoring

- Be clear about goals to be monitored for conversion
- Included in google analytics report
- Real time impact of marketing efforts
- Ways of tracking back to origin of referrals
Successes

- Timing
- Cash prizes
- Testing
- Frequency of PSA
- Representation of population
- Shoe leather approach
- E-mail support
- Share a Story
- Increased awareness
- Increased quit rate
Challenges

• Lack of time
• Types of handouts
• Functionality of database
• Not enough support for registrants
• Selection & confirmation of winners
Suggestions

- Increase planning time to 3-6 months
- Increase automation of e-mail/text support
- Error handling on registration form
- Alternative phone # and e-mail address on form
- Add blogging capabilities on website
Contest Faces

quitnow&WIN

FORT ST. JOHN
Mental Health & Addiction Services

quitnow.ca
1-877-455-2233
Go To: www.quitnow.ca for details